

② CTN CTS / pack CTS Promotions.

- Both package CTS and carton CTS allocations for 1st quarter and beyond are not big enough to satisfy our needs.
- We originally submitted a universe of 120 locations (not accurate) ^{low} and W.S. also cut allocation some due to budget.
- For 1st quarter our pack promotion allocations are not large enough to work, Judy to reallocate to package universe.
- 1st quarter carton allocation (114 skus) should be worked in 1638 and 1623 CTS and BI locations due to higher need vs 1622 and 28.
 - Universe breaks down as follows:

	1638	1623	
OR TM 15/BI	35	56	= 91 total CS/BI X 1 sku.

Residual 23 should be added to VT (S/BI) locations (there are 18 total)

- Universe (template) needs to be built and Judy to set up promotion logistics for 1st quarter,

- Need to clarify our plan on 1st quarter promotion calendar.

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CTN/CTS continued

- Need to get allocation adjusted and plan built for 2nd quarter and beyond.
 - Need to have a template built w/ VPP supplier # and quantity per store.
 - All CS/DI/RS locations would most likely get the carton deal. Should be discussed w/ DMS to avoid under or over allocating. How will we handle the chains (CTS) were accountable for?
 - All CS/RS locations would most likely get the pack deals. Some discussion methodology as with carton deals. Chains ??
 - Info needs to go to Ltr requesting 2nd quarter and beyond adjustment.

34
12/1/97

	# outlets	# offers	win	comet	total
pack carton					

- suggest placing 1 sk in Judy's present template she is building and then have DMS adjust.

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DPC 98

- All directions and lists have been given out (98 planning meeting).

- Dm's laying plan out to SR's

AMS
AMS
also

→ - They are to do administrative updates in computers for current PPC list. They will also update for new stores as they dig deeper.

- Are we set up logistically to run the promotions?

VAP 98

- All directions and stubs have been given to the managers.

- Dm's laying out plans to SR's.

- SR's K-AMS AMS updating VAP for their stores.

Check ✓
w/RMD re: Sugar Creek
for Jan Wines 70¢

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